

entertaining  
..... is easy .....



**Sobeys**  
Better food for all.

# Keeping it cool

Your food stays fresh  
and chilled all evening  
while you mingle.

We know you love celebrating, no matter what the occasion. Our trays are designed to let you enjoy your event all day, and all night!

.....

- 1. Flip over the top lid.**
- 2. Add ice.**
- 3. Place the tray over the ice and voilà!**  
**Your tray stays chilled longer.**



Prices & offers in this *entertaining is easy* guide are in effect until November 1st, 2015.

Let us help you  
prepare so you can  
enjoy hosting.

# Party checklist

When it comes to entertaining,  
the fun begins with the pre-planning!

Use this checklist to simplify your entertaining planning.

## for the party:

- ☐ Plates, cups and utensils
- ☐ Coffee & tea, cream & sugar
- ☐ Toothpicks & napkins
- ☐ Ice, ice bucket & tongs
- ☐ Corkscrew & bottle opener
- ☐ Centrepiece for the table
- ☐ Club Soda,  
(for drinks and spot removal)
- ☐ Spoons for dips  
(to discourage double dipping)
- ☐ Garbage bags
- ☐ Cleaning supplies

## ORDERING MADE

## EASY

Simply order by number

Produce .....	page 4	Tripple Dippper Tray.....	26
Celebration Basket.....	1	Biggie Baguette Tray.....	27
Centrepiece Basket.....	2	Croissant Tray.....	28
Colossal Basket.....	3	Mini Lobster Roll Tray.....	29
Good Cheer Basket.....	4	Party Helper Sandwich Tray.....	30
Organic Basket.....	5	Pita & Flatout Tray.....	31
Ultimate Basket.....	6	Trio Sandwich Tray.....	32
Fruit Tray.....	7	Wrap Tray.....	33
Vegetable Tray.....	8	Boxed Lunch.....	page 15
Deli .....	page 7	Boxed Lunch.....	34
Cheese Nibbler Tray.....	9	Bakery .....	page 16
Chef's Cheese Board.....	10	Baker's Medley Tray.....	35
Fruit & Cheese Tray.....	11	Bread Dipper Tray.....	36
Cracker Tray.....	12	Combo Breakfast Tray.....	37
European Sampler.....	13	Cookie Tray.....	38
High Roller Tray.....	14	Cream Tray.....	39
Hospitality Tray.....	15	Gourmet Brownie Tray.....	40
Meat & Cheese Nibbler Tray.....	16	Squares Tray.....	41
Party Delight Tray.....	17	Tea Tray.....	42
Value Variety Tray.....	18	Cake & Cupcakes Tray.....	43
Asian Sensation Tray.....	19	Cheesecake Tray.....	44
Chicken Bites & Tenders.....	20	Cupcake Tray.....	45
Festive Shrimp Tray.....	21	Cakes .....	page 20
Meatball Tray.....	22	May We Suggest ..	page 21
Mega Mexican Fiesta.....	23	Grab & Go .....	page 22
Mexicali Appetizer Tray.....	24	Beverages .....	page 23
Perogies Platter.....	25		



# Produce



We make it easy for you by having baskets in a range of different sizes.

## Fresh gift ideas.

Big promotion? New house? Holidays? Say congratulations and send just the right sentiment with a gift basket.

### Celebration Basket

A collection of granny smith and red delicious apples, oranges, bananas, grapes, raisins, kiwi and pears.

**\$14.99**



1



2

### Centrepiece Basket

A large collection of granny smith, red and golden delicious apples, pears, oranges, bananas, grapes, raisins, grapefruit and kiwi.

**\$22.99**



3

### Colossal Basket

A colossal collection of granny smith and red delicious apples, pears, oranges, bananas, grapes, kiwi, raisins, grapefruit and a sweet juicy pineapple.

**\$29.99**



So, whether you're sending a basket to one person or a group of people, you'll have no trouble finding the right one.



## Produce

4

### Good Cheer Basket

A nice assortment of granny smith and red delicious apples, grapefruit, pears, oranges, kiwi, bananas, grapes and raisins.

**\$17.99**



5



### Organic Basket

A collection of organic apples, oranges, bananas, grapes, kiwi and raisins. Available seasonally.

**\$23.99**

6

### Ultimate Basket

A gigantic basket full of fresh fruit, including oranges, pears, apples, grapefruits, pineapple, kiwi, cider, grapes, strawberries, mango, bananas and raisins. Items may be substituted or added upon request.

**\$49.99 & up**



# Produce



Always fresh and delicious, our Fruit and Veggie trays are a perfect way to snack at an event without feeling guilty!

## A fresh take on entertaining.

These days, everyone eats their vegetables, and why not? They're healthy, tasty, and a great way to snack without filling up. The same goes for fresh fruit - the perfect way to satisfy your sweet tooth, without the sugar crash.

.....

### Fruit Tray

A healthy way to satisfy your sweet tooth. This tray includes grapes, pineapple, cantaloupe, watermelon, honeydew, strawberries and dip.

**10" Serves: 8-10 \$24.99**

**14" Serves: 10-15 \$29.99**



8

### Vegetable Tray

Veggies, always a crowd favourite. This tray includes mushrooms, broccoli, celery, mini-carrots, green peppers, cauliflower and dip.

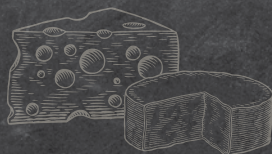
**10" Serves: 8-10 \$19.99**

**14" Serves: 10-15 \$24.99**





Our many varieties of delicious premium meats and cheeses are always a crowd-pleaser!



## Deli

### There's more to cocktail parties than cocktails.

People at your party vary, and so do their taste-buds. That's why it's a good idea to have food options to please everyone. So before the first knock at your door, be sure you have a little something for everyone.

9



### Chef's Cheese Board

Unusually delicious! A savoury collection of cheese from around the world. The best English stilton, delicious gouda, tangy goat cheese and more.

Accompanied by seasonal berries, grapes and smoked almonds.

**14" Serves: 10-15 \$49.99**

### Cheese Nibbler Tray

Popular cheeses are displayed in this wonderful assortment featuring a savoury cheese ball surrounded by marble cheddar, mild cheddar, smoked gouda, Swiss and havarti. Pairs perfectly with our cracker tray.

**12" Serves: 8-10 \$29.99**

**14" Serves: 10-15 \$39.99**

10



11

### Fruit & Cheese Tray

The perfect combination of fruits, cheeses and smoked almonds.

Beautifully presented, this tray includes smoked gouda, cheddar, Swiss, havarti, strawberries, dried apricots and grapes.

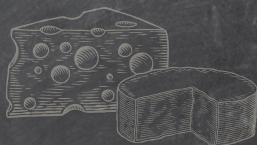
**12" Serves: 8-10 \$29.99**

**14" Serves: 10-15 \$45.99**





# Deli



With so many varieties to offer, we guarantee our delicious Deli trays will be a hit at your event.

## Refreshing Options.

When it comes to planning what drinks to have, make sure there are plenty of non-alcoholic options for your guests. Sparkling water, virgin caesars and juices make great options. A good rule of thumb is to have 2 glasses and a half pound of ice for every guest at your party. Cheers!



12

### Cracker Tray

An assortment of crackers sure to complement any cheese or meat tray.

**12" Serves: 8-12**

**\$9.99**



## European Sampler

Our finest selection of European-inspired charcuterie and cheese includes bocconcini, parmesan shavings, capicola, prosciutto, rosemary ham and hand sliced dry-cured Le Sauciflard sausage.

**10" Serves: 8-10 \$29.99**

13



14

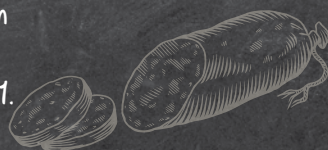


### High Roller Tray

Need a premier platter for your next card game? Try this fresh assortment of meats and cheese, including Louisiana blackened beef, turkey breast spicy green beans, mini pepperoni and cheddar cheese.

**12" Serves: 8-10 \$27.99**

Our selection of premium  
Deli meats and gourmet  
cheeses make our trays #1.



# Deli

## Hospitality Tray

This tray is perfect for do-it-yourself sandwiches. Includes black forest ham, chicken breast, pastrami and more.

**12" Serves: 8-10 \$19.99**

**14" Serves: 10-15 \$26.99**



## Party Delight Tray

There's something for everyone in this mixture of freshly sliced meats and cheeses. Includes a selection of turkey breast, roast beef, black forest ham and a variety of sliced cheeses.

**12" Serves: 8-10 \$26.99**

**14" Serves: 10-15 \$36.99**



## Value Variety Tray

The simple party solution. All you need is bread or rolls with this combination of cooked ham, chicken breast, salami and more. Garnished with pickles and cherry tomatoes.

**14" Serves: 10-15 \$25.99**



# Deli



Take your guests around the world without leaving the room! These one-of-a-kind trays will do just that.

19

## Asian Sensation Tray

The perfect combination of Asian-inspired appetizers. This popular selection of mini spring rolls, pot stickers, and wontons will be a hit with your guests.\*

**10" Serves: 8-10 \$19.99**



20

## Chicken Bites & Tenders

Over 30 boneless pieces of an assortment of chicken bites and tenders, served with your choice of sweet & sour, sweet chili or honey garlic sauce. (Best served heated)\*

**12" Serves: 15 \$29.99**



21

## Festive Shrimp Tray

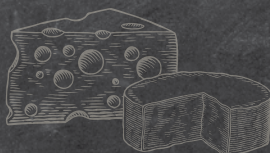
Tempura shrimp, Crispy noodle shrimp, Popcorn shrimp, served with your choice of sweet chili, honey garlic or sweet & sour sauce. (Best served heated)\*

**12" Serves: 8-10 \$34.99**





Mix things up with some trays that you can serve warm or cold.



## Deli

*Treat family like, well, family.*

Nothing brings family together like good food. But with family comes kids, and they don't always eat everything adults eat. So it's good to keep in mind that kids like the basics: sandwiches, fruit and (sometimes) veggies.

### Meatball Tray

Over 90 meatballs served with your choice of marinara, honey garlic, sweet chili or sweet & sour sauce.\*  
(Best served heated)

**12" Serves: 15-20 \$19.99**

22



23

### Mega Mexican Fiesta

The big brother to our popular mini tray. Creamy dip topped with green onion, tomatoes, and cheese coupled with our authentic store made, hand cut, sundried tomato flavoured, crispy tortilla chips.

**14" Serves: 10-15 \$14.99**

### Mexicali Appetizer Tray

Bring our exciting Tex/Mex tray home for easy entertaining. This tray is sure to please with both chicken and beef taquitos along with jalapeño poppers and salsa and sour cream for dipping.\*

**12" Serves: 8-10 \$29.99**

24



\*may be served warm or cold

# Deli



With so many varieties to offer, we guarantee our delicious Deli trays will be a hit at your event.

## Perogies Platter

Sure to impress the spud lover at your party! This fully loaded tray contains more than 40 perogies. Varieties include cheese, bacon, spinach, and potato. Served with sour cream.\*

**14" Serves: 15-20 \$16.99**

.....

25



26



## Trippple Dippper Tray

The ideal Mexican-inspired party tray. Authentic store made, hand cut, sundried tomato flavoured, crispy tortilla chips with three different dips: salsa, sour cream and guacamole.

**14" Serves: 10-15 \$19.99**

.....

27



## Biggie Baguette Tray

This delectable tray includes four varieties of our biggest and best specialty baguette sandwiches.

**12" Serves: 8-10 \$26.99**



Sandwiches are perfect for any event. With so many varieties to choose from, there's something for everyone.



Deli

## Planning ahead?

Order in person and receive a copy of your order form, or call 24 hours before your event to ensure we have exactly what you need. Anyone in our produce, bakery or deli departments will be happy to take your entire order.

### Croissant Tray

A delicious tray of fresh croissants filled with egg, chicken and tuna salad.

**12" Serves: 5-7 \$26.99**

28



.....



29



### Mini Lobster Tray

This delectable tray includes 12 Mini Atlantic Canadian lobster rolls. Made fresh with Atlantic lobster salad and our signature sauce.

**12" Serves: 6-8 \$27.99**

.....

### Party Helper Sandwich Tray

A crowd pleaser filled with your favourite deli sandwiches. Includes egg, tuna, ham & cheese, seafood salad and roast beef. Served on whole wheat and white bread.

**12" Serves: 5-7 \$18.99**

**14" Serves: 10-14 \$29.99**

30





# Deli



Sandwiches made with a variety of breads adds colour and texture to your trays.

## Pita & Flatout Tray

A selection of assorted pita thins and flatbreads filled with avocado chicken salad, pastrami, roast turkey & roasted red pepper spread, black forest ham and b.l.t.

**14" Serves: 8-10 \$29.99**

31



32

## Trio Sandwich Tray

A selection of sandwiches on three unique breads: European-style snugwich, flatbread and ciabatta bread. Fillings include chicken and bacon, Italian meats, roast beef, ham and havarti. Scrumptious!

**14" Serves: 8-10 \$29.99**



33

## Wrap Tray

A selection of assorted wraps filled with Roast Beef & Cheddar with Chipotle sauce, Turkey club or Ham & Swiss

**12" Serves: 4-6 \$19.99**

**14" Serves: 6-8 \$22.99**

## Easy Lunch Options

Need a quick easy lunch solution for a meeting, event or office?  
Plan ahead and order from our great selection of boxed lunch options made fresh for you.



34



## Boxed Lunches

**Sandwich Style Lunch:**  
**\$8.99 each**

**Includes:**

**1 Sandwich:**

- Egg Salad
- Chicken Salad
- Tuna Salad
- Seafood Salad
- Ham & Cheese
- Roast Beef
- Turkey

**1 Salad:** Side Caesar or Side Garden, with your choice of available dressing.

**1 Beverage:** Individual Water or Soda.\*

**Free single serve cheese portion.**

**Wrap Style Lunch:**  
**\$9.99 each**

**Includes:**

**1 Wrap:**

- Tender Tornado
- Buffalo Chicken
- Chicken Caesar
- Ham & Swiss
- Vegetarian
- Club
- Sweet Thai Chili
- Mega Mexican
- Mediterranean Madness

**1 Salad:** Side Caesar or Side Garden, with your choice of available dressing.

**1 Beverage:** Individual Water or Soda.\*

**Free single serve cheese portion.**

ORDERING  
MADE

# EASY!

Simply order by number.

See page 3 for a complete tray listing.



# Bakery



Sweet or savoury, day or night, our Bakery trays will not disappoint.

## You get the compliments.

Every guest hopes for something to satisfy their sweet tooth. That usually requires a few hours in the kitchen. Luckily, our bakers are hard at work for you, making a variety of cakes, cookies, muffins, and everything in between. They do the work, you get the compliments.



35



36



### Bread Dipper Tray

A combination of sliced Greek and mini pitas, flavoured baguettes and naan bread surrounding a savoury dipping sauce.

**14" Serves: 12-16 \$16.99**

### Baker's Medley Tray

A crowd pleaser for any event, this tray is filled with rich and chewy gourmet cookies, home-style loaf cakes and two-bite chocolate brownies.

**14" Serves: 25-30 \$18.99**



Break out the dessert trays and watch the room light up.



## Bakery

37

### Combo Breakfast Tray

An assortment of puff pastries, baked goods and danish.

A great way to start the morning!

**14" Serves: 20-25 \$12.99**



38



### Cookie Tray

A mouth watering assortment of store baked cookies, fresh from our bakery.

**9" Serves: 5-8 \$6.99**

### Cream Tray

These tender and flaky dessert shells are filled with real cream and adorned with fresh fruit and chocolate.

**14" Serves: 8-12 \$16.99**

39



# Bakery



Satisfy the sweet tooth at your party with these fabulous bakery-fresh trays!



40

## Gourmet Brownie Tray

A delectable assortment of rich brownies and Nanaimo bars.

**9" Serves: 5-8 \$8.99**

**10" Serves: 12-15 \$12.99**

**14" Serves: 25-30 \$23.99**



## Squares Tray

An assortment of traditional squares. An excellent choice for any event.

**9" Serves: 5-8 \$6.99**

**10" Serves: 12-15 \$9.99**

**14" Serves: 25-30 \$15.99**



41



42

## Tea Tray

A collection of our delicious store made home-style loaf cakes topped with decadent 2-bite chocolate brownies.

A classic tray for any occasion.

**14" Serves: 25-30 \$18.99**





These colourful trays are  
perfect for kids' birthday  
parties...  
or for the young at heart.



## Bakery

43

### Cake & Cupcakes Tray

Have your cake, and cupcakes too!  
A moist rich cake surrounded by  
14 matching cupcakes.

**14" Serves: 14-20 \$17.99**



**+6** reward miles

44



**+9** reward miles

### Cheesecake Tray

24 bite size cheesecakes  
topped with a selection of  
fresh fruit and complemented  
with skewers of fruit pieces.

**12" Serves: 24 \$23.99**

45

### Cupcake Tray

The kids will love this selection  
of iced cupcakes.

**9" Serves: 5-8 \$6.99**

**10" Serves: 12-15 \$8.99**

**14" Serves: 25-30 \$14.99**



**+up to 6** reward miles



# Decadent cake



Yumm...  
irresistible  
desserts!

Nothing says home-made like fresh ingredients. Desserts made with real cream are available in our bakery. No one will know you didn't make it yourself.

.....

Black Forest  
Cake

.....

Chocolate Toffee  
Cheesecake



.....

Creamy Strawberry  
Shortcake

Try these crowd-pleasing combinations!

May we suggest

### Small Group

(Approximately 8 People)

**10" Vegetable Tray**

**9" Squares Tray**

**12" Party Helper**

**Sandwich Tray**

**12" Mexicali**

**Appetizer Tray**



.....



### Medium Group

(Approximately 12 People)

**14" Pita &**

**Flatout Tray**

**10" Vegetable Tray**

**14" Tripple**

**Dipper Tray**

**14" Fruit & Cheese Tray**

.....

### Large Group (Approximately 20 People)

**12" Croissant Tray** **14" Trio Sandwich Tray** **14" Tea Tray**

**12" Cheesecake Tray** **Colossal Basket** **14" Vegetable Tray**





# Grab & Go

Surprise guests? No problem!  
We have freshly made trays in  
store every day.

Don't wait for special occasions, make every occasion special. When something pops up last minute, don't worry, we have a great selection of ready-made trays, made fresh each day. We encourage you to come in and see the variety of trays in our deli, produce and bakery departments. We're always prepared, so you're always prepared.

.....



When you're ready, we are  
too, for any occasion.



Try these for  
holiday entertaining.



## Beverages



### Mulled Cranberry Punch

Directions: In a medium size pot, simmer cranberry cocktail, frozen cranberries, cinnamon stick, cloves and sugar for 25 min. Add orange slices and serve hot.

1 bottle (1.89 litre) *Compliments* Cranberry Cocktail

1 cup (250 ml) *Compliments* Frozen Cranberries

1 cinnamon stick, 1/2 cup (125 ml) sugar  
4 whole cloves, 1 small orange, sliced

### Sparkling Grapefruit Punch

- 1/3 cup (75 ml) *Compliments* Liquid Honey
- 4 cups (1 litre) *Compliments* Ruby Red Grapefruit Cocktail
- 1 bottle (2 litre) *Big 8* Sparkling Water
- 1 lemon

Directions: In a punch bowl or pitcher, dissolve honey in 1 cup of grapefruit cocktail. Add 3 more cups of grapefruit cocktail and the sparkling water. Add lemon slices and stir.



Every cocktail party needs a pitcher  
of something cool and refreshing.



The perfect gift for any occasion.



We make grocery shopping and gift giving easy!

Not only do we offer our Sobeys gift cards, we also offer an assortment of gift cards to please everyone on your list.

Pick up a gift card, the perfect gift for any occasion.

Buy your gift cards  
with **AIR MILES® Cash!**

95 reward miles = \$10

**ACTIVATE.  
SHOP.  
REDEEM.**



©1998 Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Co., Bank of Montreal and Sobeys Capital Inc.